



DISCOVERY  
COLLEGE  
智新書院

# ESF Discovery College **ADVERTISING OPPORTUNITIES**

2016 – 17

Discovery College offers two opportunities for advertising placement: the Annual Yearbook and the biannual Shi Jie Magazine.

The advertising rates and specs for both publications are included in this pack.

We appreciate your generous support of the College through the purchase of these advertisements.



The *Shi Jie Magazine* is produced twice per year for the wider community of Discovery College. Features include school news and events, student and staff achievements, and alumni news. The publication is an A4 size, full-colour magazine with approximately 25 pages.

**Circulation:** 1500 copies

**Readership:** Approximately 3000 Discovery College community members (parents, teachers, students; DC supporters and suppliers; ESF community)

**Advertising Format / Rate - all artwork is full**

- Full Page, Size: 210mm wide x 297mm high
- Position: inside front cover (left), inside back cover (right), or inside pages - HK\$6500
- Position: back cover - HK\$8000
- Special Notes: Complimentary copies provided as required

Advertiser supplies artwork as a high resolution (300 dpi) JPG, PDF, or Illustrator file in the size of the advertisement with 5mm bleed. Please see page 4 for submission details.

**Booking deadline**

- Spring issue: 24 March 2017
- Autumn issue: 25 August 2017

**Material deadline**

- Spring issue: 21 April 2017
- Autumn issue: 1 October 2017

# 視界

## SHI JIE MAGAZINE



# YEARBOOK

The Discovery College Yearbook is produced annually and distributed in June to Discovery College families. The yearbook is a full-colour, perfect bound publication with approximately 180 pages.

**Circulation:** 800 copies

**Readership:** Approximately 3000 Discovery College community members (parents, teachers, students; DC supporters and suppliers; ESF community)

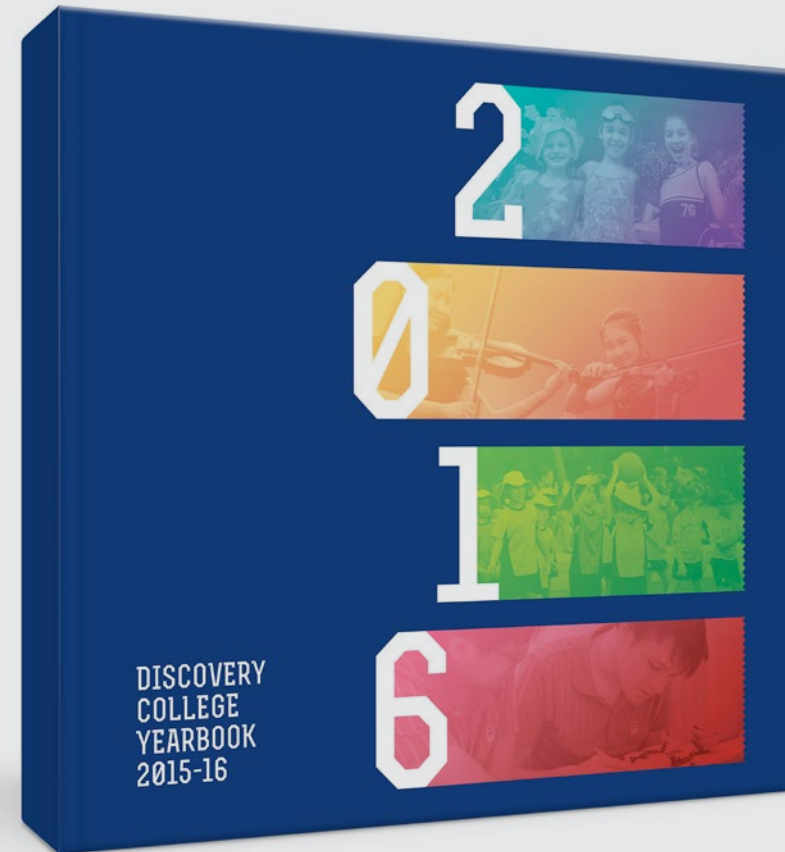
**Advertising Format / Rate - all artwork is full colour**

- Full Page, Size: 280mm wide x 297mm high, full-colour: HK\$8,000
- Position: Inside back cover or back pages
- Special Notes: Complimentary copies provided as required

Advertiser supplies artwork as a high resolution (300 dpi) JPG, PDF, or Illustrator file in the size of the advertisement with 5mm bleed. Please see page 4 for submission details.

**Booking deadline:** 24 March 2017

**Material deadline:** 19 April 2017



# Advertising Submission Form and Instructions

Please provide the following information with your advertising submission:

Advertisement for:

Magazine (Spring)       Magazine (Autumn)       Yearbook

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Company Address: \_\_\_\_\_

Website: \_\_\_\_\_

Which size advertisement are you purchasing?

- Magazine Full Page \$6500
- Magazine Back Cover \$8000
- Yearbook Full Page \$8000

## File Format

Please supply artwork as a high resolution (300 dpi) JPG, PDF, or Illustrator file in the appropriate size for the advertisement you have selected, with a 5mm bleed.

- JPEG in 300 dpi (CMYK), all fonts and graphics must be embedded.
- PDF high resolution output.

## Payment

Please make all cheques payable to: DISCOVERY COLLEGE and mark back of cheque with

company name and "yearbook ad" or "magazine ad" as appropriate. Cheques can be sent with this form to the address below.

## Submitting Materials

To submit, please email this form and art work to: amy.freed@discovery.edu.hk or Post a CD containing art work, along with a color print out of ad and a copy of this form, to the address below.

A staff member will contact you to confirm receipt of your materials and placement of the ad.

## Amy Freed

*Development & Communications Manager*

E: amy.freed@discovery.edu.hk

T: +852 3969 1000

A: Discovery College, 38 Siena Avenue, Discovery Bay